

ORDER



Orders
Order / Rev: 6399354
Alt Order #: 06399354
Product Desc: AMER FUTURE FUND
Estimate: 2199
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Mentzer Media Services
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. #306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/American Future Fund
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	20	\$47,000.00	\$39,950.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$47,000.00	\$39,950.00	0.00
Totals	20	\$47,000.00	\$39,950.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	25%	\$47,000.00
Market	100%	\$188,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	28%	\$52,640.00
WITI	29%	\$54,520.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	18%	\$33,840.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/30/12	11/02/12	Dr. Phil 4p-5p	CM	4p-5p	-TWTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$800.00		0.00			
E 2	WDJT	10/30/12	11/02/12	Jeopardy 6p-630p	CM	M-F 6p-630p	-TWTF--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
				6p-630p/Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$2,500.00		0.00			

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 Estimate: 2199
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/30/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		4		\$2,500.00			0.00			
E 4	WDJT	10/30/12	11/04/12	M-F Late News M-F Late News	CM	10p-1035p -T-T---	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-T---		3		\$2,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WDJT	10/29/12-11/04/12	M-F Late News		10p-1035p		-T-Th-----	:30	(\$2,000.00)	0.00	NM		
				See MG 4.4										
	4	WDJT	10/29/12-11/04/12	Sun Late News		10p-1035p		-----Su	:30	\$2,000.00	0.00	NM		
				Ⓜ MG for 4.2 11/01										
E 5	WDJT	10/30/12	10/30/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-1-----		1		\$10,000.00			0.00			
E 6	WDJT	11/05/12	11/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1		\$2,500.00			0.00			
E 7	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p 1-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1		\$800.00			0.00			
E 8	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1		\$2,500.00			0.00			
E 9	WDJT	11/05/12	11/05/12	M-F Late News M-F Late News	CM	10p-1035p 1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1		\$2,000.00			0.00			
Totals													20	\$47,000.00